

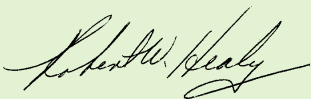
Guide to Cambridge Economic Development Programs



City of Cambridge

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The City of Cambridge engages in a wide range of community economic development activities designed to meet the City's need for a diversified and thriving economic base. The Economic Development Division of the Community Development Department offers programs in the following areas: supporting entrepreneurship, preserving a strong employment base, revitalizing commercial districts and promoting a dynamic business climate. We hope you will find this guide useful.



Robert W. Healy
City Manager

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GUIDE TO CAMBRIDGE ECONOMIC DEVELOPMENT PROGRAMS

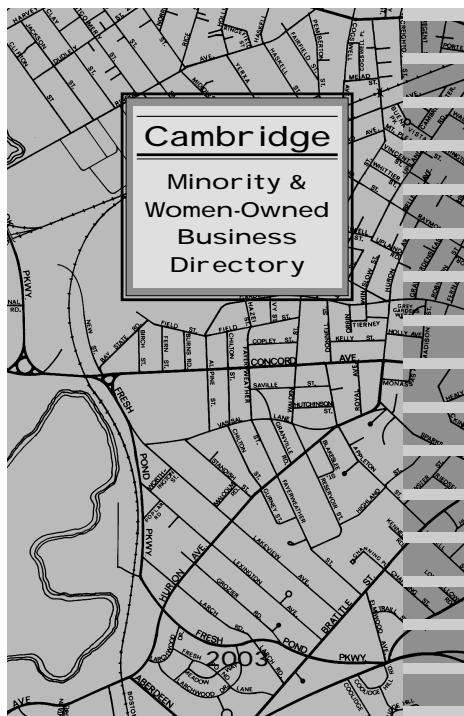
The City of Cambridge seeks to provide a supportive environment where the business community can flourish, providing jobs, services, and financial stability to benefit all members of the Cambridge community. To further this goal, the Community Development Department's Economic Development Division (CDD/EDD), in collaboration with public and non-profit agencies and private business, has developed a wide range of programs to support businesses of all sizes through the cycles of formation, growth, and maturation. Each year, the Economic Development Division provides assistance to high- and low-technology businesses, women- and minority-owned businesses, and small businesses; in 2002 CDD/EDD served over **260** businesses. These services are described in the following pages.

To contact CDD/EDD, please call (617) 349-4637.

SMALL BUSINESS ASSISTANCE

Counseling and Technical Assistance

EDD offers one-to-one counseling and technical assistance to small businesses and individual entrepreneurs in developing business plans, formulating marketing strategies, and accessing capital. These services are available to new businesses in the start-up phase and to existing businesses facing issues ranging from business expansion to financial distress.



Cambridge Minority and Women-Owned Business Directory

The Cambridge Minority and Women-owned Business Directory lists 389 firms offering a variety of products and services. It also includes information on how to do business with the City of Cambridge and a resource guide to small business support services. The directory facilitates networking, increases exposure and enables these businesses to purchase goods and services from one another. The Direc-

tory, including the resource guide, can be accessed on the City's website, www.cambridgema.gov or a hard copy can be obtained by calling the EDD at (617) 349-4637.

Cambridge Business Development Center

The Cambridge Business Development Center (CBDC) is a non-profit organization dedicated to helping start and grow successful businesses. Its unique mentoring model pairs less experienced entrepreneurs with experienced mentors. Mentored support groups serve executives of high- and low-tech businesses. CBDC also holds classes for emerging entrepreneurs, including Getting Started in Business, Business Planning, and Accounting Basics. For networking opportunities, the CBDC hosts a monthly breakfast for individuals who are interested in a variety of business subjects. Since inception, CBDC has assisted more than 2,500 businesses in Cambridge and the surrounding communities.

REAL ESTATE INFORMATION

SiteFinder Service

CDD/EDD maintains a listing of available commercial real estate and makes this information available without cost to any business seeking space in Cambridge. Site searches can be performed for office, retail, industrial, and R&D space. This service is useful to entrepreneurs and small businesses interested in spaces smaller than 2,000 square feet, as well as to those looking for larger amounts of space. For information contact: CDD/EDD at (617) 349-4637.

Development Log

The Development Log, published bi-monthly by EDD, tracks large-scale residential and commercial development projects currently in the permitting or construction phases in the city. The Log contains the name and location of each project, the developer, type of use, the amount of square footage and contact information. For additional information contact: CDD/EDD at (617) 349-4637.

Current Market Conditions

CDD/EDD monitors current market conditions in capital, employment, and real estate to understand their impact on the City's business climate. The staff maintains current information on development projects, census data and industries of special significance to the City of Cambridge. For more information contact: CDD/EDD at (617) 349-4637.

COMMERCIAL DISTRICT REVITALIZATION

CDD/EDD offers a variety of programs and services to promote and support businesses in the City's six commercial districts: Central Square, Harvard Square, Cambridge Street Corridor/Inman Square, Porter Square/North Massachusetts Avenue Corridor, Fresh Pond and East Cambridge.

Cambridge's independent retailers are known for the unique goods and services they offer. CDD/EDD offers a number of programs designed to help independent retailers compete in today's challenging retail marketplace. Examples of services provided include technical and financial assistance to owners and tenants seeking to renovate building facades, professional interior design and marketing assistance to retailers and restaurateurs, and individual consultations on business planning, capital needs assessment and managing the growth of a business.

Facade Improvement Program and Signage & Lighting Improvement Program

The Façade Improvement Program provides matching grants of up to \$35,000 for façade improvements to commercial storefront exteriors. Qualifying project improvements may include restoration of architectural details, well-proportioned signage and lighting, better windows and doors, and other elements designed to unify and enhance the building's first floor facade.

The Signage & Lighting Improvement Program provides matching grants of up to \$3,500 to merchants for lighting and signage improvements to their retail establishments.

Cambridge Savings Bank and East Cambridge Savings Bank have developed special loan programs for those interested in the Façade and Signage and Lighting Programs. For more information on this program contact: CDD/EDD at (617) 349-4637.

Best Retail Practices Program

The Best Retail Practices Program helps business owners learn the latest and best techniques to improve their interior store designs, marketing and operations. CDD/EDD offers free workshops and individual, in-store consultations to Cambridge retailers and restaurateurs. Topics include window display, store layout, visual merchandising, marketing and customer service. Small grants for

in-store improvements are available for qualified businesses. For additional information contact: CDD/EDD at (617) 349-4637.

Support to Business Associations/Organizations

CDD/EDD collaborates with local business associations and organizations, including the Central Square Business Association, the Harvard Square Business Association, the Cambridge Chamber of Commerce and the Women in Business Connection to improve the business environment and to promote the visibility and marketability of commercial districts.

SUPPORT FOR CAMBRIDGE'S WORKFORCE

EDD staff work on several initiatives designed to enhance access to jobs for Cambridge residents. CDD/EDD contracts with Just A Start, a non-profit community development corporation to recruit, train and place Cambridge residents in biomedical careers through



Newtowne Variety - Facade Improvement Program. Photo: Robin Shore

enrollment in the Cambridge Biomedical Careers Program. Collaborations with the City’s Office of Workforce Development, the Cambridge Public School system, Bunker Hill Community College and the Cambridge Housing Authority are on-going. In 2001, EDD published “Education and Skills for the New Economy: A Survey of Employment Trends in Cambridge”. This document can be accessed via the City’s website or a hard-copy can be obtained by calling (617) 349-4637.

PERMITS AND LICENSES

CDD/EDD works to provide a more user-friendly regulatory environment for residents and businesses. This effort has simplified permit procedures and improved the quality and availability of permit information. Specific initiatives include:

- Informational brochures on how to obtain frequently requested permits and licenses are available to the public at all



Indian Club Restaurant - Facade Improvement Program. Photo: Chris Basler

permit-issuing City departments. The brochures provide step-by-step instructions to obtain building permits, permits for curb cuts, fire safety, and permits and licenses required to hold a special event. Step-by-step guides to obtaining Historical Commission certificates and to starting a business in Cambridge are also available. These brochures can also be acquired via the City's website and in hard copy by calling (617) 349-4637.

- A map and guide to permitting offices is available at nine City buildings to assist in identifying the location of each building and department where permits or licenses may be obtained.



ECONOMIC DEVELOPMENT STATISTICS, RESEARCH, PUBLICATIONS, & WEBSITE

Economic Statistics

Demographic, economic, and real estate market data, as well as information on other departmental services are available via the Cambridge Community Development Department website: www.cambridgema.gov/~CDD/.

Economic Research

CDD/EDD conducts labor and market research studies to better gauge the state of the City's economy. These studies are used to tailor CDD/EDD programs, ensuring that services match the needs of businesses and of Cambridge residents.

Publications

To obtain a copy of any document prepared by CDD/EDD, please call (617) 349-4637. Available titles include:

- **Cambridge Development Log** - A list of large scale development projects underway in Cambridge. Copies are distributed to City departments and are available upon request. **(published bi-monthly)**
- **Cambridge Economic Development Policy** - A description of Cambridge's economic environment and outline of economic development strategies and policies.
- **Cambridge Minority and Women-Owned Business Directory** - An alphabetical and categorical business listing for use as a contact and networking resource. **(February 2003)**
- **Permitting Information Brochures** - Informational brochures on how to obtain frequently requested permits and licenses. Titles include: *Step-by-Step Guide to Building Permits*, *Step-by-Step Guide to Curb Cuts*, *Step-by-Step Guide to Fire Safety*, *Step-by-Step Guide to Starting a Business in Cambridge*, *Step-by-Step Guide to Obtaining Permits and Licenses Required to Hold a Special Event*, and *Step-by-Step Guide to Historical Commission Certificates*.
- **Education and Skills for the New Economy** - a survey of employment trends in new economy industry sectors in Cambridge. **(2001)**
- **Central Square Commercial Market Study** - Recommendations and implementation strategy for creating a balanced retail district in Central Square. **(2000)**
- **An Analysis of the Central Square Retail District** - An evaluation of the impact of change occurring in Central Square and an action plan to protect the Square's character. **(1998)**
- **Cambridge Street Action Plan** - Recommendations for improving the Cambridge Street corridor developed by the Cambridge Street Advisory Committee. **(August 1997)**

SMALL BUSINESS RESOURCE GUIDE

Cambridge Websites/Contact Information

City of Cambridge Economic Development Division
www.cambridgema.gov/~CDD/econdev/index.html

City of Cambridge Community Development Department
www.cambridgema.gov/~CDD

Cambridge Business Development Center
www.cbdc.org

Cambridge Chamber of Commerce
www.cambridgechamber.org

Cambridge Employment Program
www.cambridgema.gov/~DHSP/owd/cep.html

Cambridge Office of Tourism
www.cambridge-usa.org

Cambridge Office of Workforce Development
www.cambridgema.gov/~DHSP/owd/index.html

Central Square Business Association
Phone: (617) 864-3211

Harvard Square Business Association
www.harvardsquare.com

Women in Business Connection
www.wibconnection.org

Commonwealth of Massachusetts Websites

Economic Development
www.state.ma.us/econ

The Commonwealth Corporation
www.commcorp.org

Massachusetts Alliance for Economic Development
www.massecon.com

Massachusetts Development Finance Agency
www.massdevelopment.com

Massachusetts Export Center
www.state.ma.us/export

Massachusetts Office of Business Development
www.state.ma.us/mobd

Massachusetts Trade Office
www.umassp.edu/conference/ii99/resources/masstrade.html

Massachusetts Technology Development Corporation
www.mtdc.com

Mass Biotechnology Council
www.massbio.org

Massport
www.massport.com

State Office and Minority and Women Business Assistance
www.somwba.state.ma.us

U.S. Government Websites

Bureau of Economic Analysis
www.bea.doc.gov

Department of Commerce
www.commerce.gov

Economic Development Administration
www.doc.gov/eda

International Trade Administration
www.ita.doc.gov

Minority Business Development Agency
www.mbda.gov

Small Business Administration
www.sba.gov

Trade and Development Agency
www.tda.gov

Financial Assistance Websites

Accion, USA
www.accion.org

Jewish Vocational Services
www.jvs-boston.org

Minority, Micro-Enterprise, Small Business in Mass
www.msbm.org

Small Business Administration
www.sba.gov

East Cambridge Savings Bank
www.ecsb.com

Cambridge Savings Bank
www.cambridgesavings.com

Front Cover - Photo Layout

The business owners whose photographs are on the brochure cover and who are identified below, exemplify the range of business types who received small business assistance from the Economic Development Division. These businesses received help for such needs as visual merchandising and interior design, marketing plans, facade improvements, referral services, business growth planning, start-up assistance, lease negotiations, capitalization strategies and site search assistance.

Alice Bain,
Lewis Beauty Salon,
44 Prospect Street

Participant: BRPP

Gustavo Castro,
Rudy Salvadore,
Sonora Mexican Grill,
319 Western Ave.

Participant: BRPP, S&LIP
SBA: BP, MA

Jennie Song,
Namwon Kang,
Dado Tea,
955 Massachusetts Ave.

Participant: BRPP, S&LIP

Michele Simiele,
Jodi Ferber,
Vittles Cafe,
215 First Street

SBA: BP, LP, SSA

Anthony Brooks,
Coast Cafe,
233 River Street

Participant: BRPP, S&LIP
SBA: BP, CS

Ngodup Sangpo,
Bomdon Ngodup,
Tibet Arts,
1925 Massachusetts Ave.

Participant: BRPP

John Gauthier,
Dave Gauthier,
Burt Gauthier,
Newtowne Variety,
93 Windsor Street

Participant: BRPP, FIP

KEY:

Participant:

BRPP - Best Retail Practices Program

S&LIP - Signage and Lighting Improvement Program

FIP - Facade Improvement Program

Small Business Assistance (SBA):

BP - Business Planning

CS - Capitalization Strategy

LP - Loan Packaging

SSA - Site Selection Assistance

MA - Marketing Assistance

COVER PHOTOGRAPH:

Central Square -
Massachusetts Avenue

Robert W. Healy
City Manager

Richard C. Rossi
Deputy City Manager

City Council

Mayor Michael Sullivan
Vice Mayor Henrietta Davis
Councillor Marjorie C. Decker
Councillor Anthony D. Galluccio
Councillor David P. Maher

Councillor Brian Murphy
Councillor Kenneth E. Reeves
Councillor E. Denise Simmons
Councillor Timothy Toomey, Jr.

Participating Community Development Staff

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Assistant City Manager
for Community Development

Susan Glazer
Deputy Director
for Community Development

W. Estella Johnson
Director of Economic Development,
Community Development Department

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Senior Project Planner,
Economic Development Division

Chris Basler
Associate Planner,
Economic Development Division

Rona Holmes
Administrative Assistant,
Economic Development Division

Robin Shore
Graphics Director,
Community Development Department

The City of Cambridge Community Development Department does not discriminate on the basis of disability. The Department will provide auxiliary aids and services, written manuals in alternative formats, and reasonable modifications in policies and procedures to persons with disabilities upon request. For more information, call the Commission for Persons with Disabilities, 492-0235 (TTY/TDD). You may also use the Deaf Relay Service Number, 1-800-439-2370, to contact us directly.

CITY OF CAMBRIDGE

Community Development Department

Economic Development Division

57 Inman Street
Cambridge, Massachusetts 02139

Voice: (617) 349-4637

Fax: (617) 349-4638

TTY: (617) 349-4621

Web Address: www.cambridgema.gov/~CDD/econdev/index.html